



PARK(ing) Day in St. Louis

WHEN: September 16, 2016 (set up 9:00am) 10:00am-2:00pm

WHAT: PARK(ing) Day is an annual event worldwide where artists, designers and citizens transform metered public parking spaces into temporary parks.

WHERE: Downtown St. Louis on Olive Street in between 9th & 10th Streets near several downtown businesses, restaurants, grocery store

PURPOSE: The mission of PARK(ing) Day is to call attention to the need for more urban open space, to generate critical debate around how public space is created and allocated, and to improve the quality of urban human habitat. PARK(ing) Day in St. Louis will transform a metered parking space in downtown St. Louis to look like a part of the Jefferson National Expansion Memorial. Although this event is temporary we look forward to connecting with downtown residents, workers and tourists and showcasing all that the 91 acres of the Jefferson National Expansion has to offer in Downtown St. Louis.

OBJECTIVES:

- Highlight the current programming taking place on-site at the Gateway Arch, Old Courthouse and surrounding areas as well as the off-site programming. Focus on Canoemobile coming up in October
- Engage with the public and inform them of the status of the CityArchRiver (CAR) park renovation and let them know that the Arch and riverboats are open
- Promote the Missouri National Park Passport that was created to connect locals to all six national park historic sites across the state

PARKLET PLAN: This year's theme will focus on creating a traditional park in an urban environment, while most of the 91 acres that is the Jefferson National Expansion Memorial is undergoing a major renovation we'll create green space for anyone that would like to sit and relax or take a few minutes to build a replica Arch with large building blocks. We'll have green indoor/outdoor carpet that will line the space that will serve as our grassy area, a nice bench, plants, information about the CityArchRiver project, MO National Park Passports and items to freebies (CAR water bottles & bracelets). Staff will include National Park Service Community Outreach Coordinator, CityArchRiver Special Events Coordinator and St. Louis Urban Fellow.

Budget: \$100